

Home Gallery Ethnographic Study, October 13-15

BACKGROUND

- 62,000 users have downloaded the Home Gallery app across platforms: iPhone, iPad, Android smartphone or tablet

GOALS & METHODS

Goals	Methods
Get a clear picture of our customers’ mental model for completing inventory-related (personal property) tasks	<p>Questionnaire (10 questions)</p> <p>Card sort (12-15 cards): Each participant identifies major steps in completing the inventory process with the cards we provide, and then organizes them in a way that matches up with their own mental model.</p>
Identify high-value tasks that customers want to complete efficiently and effectively	<p>Tasks:</p> <ul style="list-style-type: none"> • Search, download, and install the app • Walk-about a room and categorize 2-4 valuables (listen but don’t interrupt) • Retrospective review: <ul style="list-style-type: none"> ○ Tutorial screen ○ Passcode screen ○ Property screen ○ Adding items to rooms (selecting room, capturing/photographing an item, entering item details) • Saving and exporting the items recorded
Get an overall summary of the current application and process flow	Post-task interview
Get an overall assessment of customers’ emotional reaction to the app	Emotional reaction card (circle 3 of 15-30 words)